

HOME TRADE ADVICE.

Keep Your Dollars Moving In Your Own Town.

LOCAL UPBUILDING NEEDED.

This, With the Right Spirit and Pride, Will Make Any Community Thrive. Fallacy of Trading With the Mail Order Houses.

There is the same reason for building up the trade and industries of a community that there is for building up the trade and industries of a nation. It goes without saying that the country which does most to foster the commerce, the manufacturing and the prosperity of its own people soon outdistances the country which neglects these things. The same thing applies to small communities.

Now, that is just the principle involved in trading with home merchants rather than with distant mail order houses. To trade with the home merchant helps home commerce and home industry. To send money to the distant mail order house helps that remote concern, but depletes the community from which the money is sent. Every dollar taken out of a community makes everybody in the community that much less prosperous. If more water flows out of a lake than flows into it, there is only a question of time when the lake will go dry. If more dollars flow out of a community than flow into it, there is only a question of time when everybody that lives there will suffer for lack of money.

Take the farmer, for example. Suppose he trades with a mail order house on the supposition that he can buy goods cheaper there, a supposition that actual investigation shows in most cases to be untrue. Every dollar the farmer sends away leaves his community short that one dollar. As a result the home merchant suffers. When all the home merchants suffer, the village itself becomes less prosperous. This reacts on the farmer. It is a truism that a farm near a thriving town is worth more money than one near a poor town. Therefore every time the farmer hurts the merchant of his nearest village he is depleting the value of his own acres. This is not a theory, but a condition shown by rundown villages and abandoned farms in many parts of the land. The thing that caused this havoc was not deterioration of the soil, but deterioration in the local public spirit. The same thing that causes dollars to go to the distant city when they should remain at home causes the boy or the girl to go to the distant city when he or she should remain at home. The fault does not lie in soil or other outer conditions so much as in the people themselves. They fail to appreciate their locality, its charm and its possibilities. The outcome of all this is that the city becomes congested both with men and wealth, while the rural community falls behind in the same degree. This is not a healthy condition. Any nation is in a bad way whose cities grow at the expense of its farms. When the farmers are prosperous the nation is prosperous, and no true and permanent prosperity is possible otherwise. But the farmer cannot prosper in the highest degree unless those about him prosper also. Local spirit, local pride, local upbuilding, are the only things that will make a locality thrive. This helps everybody in the community. It creates more enterprise, more hope, more emulation and more trade. All these things mean better work, better looking environments, better prices, better results all around. Even if the farmer gains a few cents by sending his money away, he thus loses far more than he gains. But, on the whole, article by article and dollar for dollar, he can get better values by trading at home than he can by sending his money to the mail order house. This is susceptible of proof, and, indeed, has been proved over and over again. But aside from the few dollars involved one way or the other it is the principle that counts.

The question is, Does one prefer home prosperity or distant prosperity? The farmer who sends his money to the distant concern is not a true friend to his children. If he expects them to live in the same community he has reduced the future prosperity of that community. This can only result in impoverishing his children to that extent or in driving them to the distant city where his dollars have gone. We are parts of the society about us and can no more be independent of its conditions than a fish can be independent of the kind of water it is in. A fresh water fish cannot live in salt water; neither can a prosperous man live permanently in an impoverished community.

Patronize your home concerns. They are your best friends. As you help them they will help you. Be proud of your own community and have a community of which you can be proud. This sort of spirit builds nations, builds states, builds municipalities and builds neighborhoods. Nothing else will build them. A man that does not provide for his own is worse than an infidel, and a man that does not help to upbuild the community in which he lives is a traitor to his neighbors, to his children and to his own best interests. This is the plain truth of the matter plainly stated. It is a philosophy that has been proved since the beginning of time.

JAMES A. EDGERTON.

A Tempting Offer.

Springfield, Mass., has offered a prize of \$500 for the best scheme to advertise the town.

Winter Jackets



These designs are suitable for making up in cloth that may be worn with any skirt; for instance, the first would look well in brown cloth; it is especially good for winter wear, as being double-breasted, it is warm; the collar is faced with velvet, so are the turned-up cuffs. Hat of brown stretched satin, trimmed with satin and wings.

Materials required for the jacket: Two and a half yards 52 inches wide, five yards lining silk, half yard velvet.

The second is in drab face cloth. It is very smartly cut, the front being quite short, and fastened on the bust; it is edged with a fold of green and drab finely checked silk. The three-quarter sleeves have deep turn-up cuffs bound with silk. Drab felt hat trimmed with velvet and wings.

Materials required for jacket: Three yards 50 inches wide, five and a half yards lining silk, half yard checked silk.

THE ONE-PIECE GOWN.

Fashionable and Becoming, It Is Popular This Winter.

Each week gives added popularity to the one-piece frock. It really is cut in two pieces, but that's a mere detail. The gown is the thing this winter.

A coat suit is all very well for a workaday world or busy hours, but when one is in the house or going anywhere where friends are gathered together, the one-piece frock is the correct costume.

Over it can be dropped a long coat of cloth, satin or fur, which is discarded at the house.

These gowns are made of such soft cloth that one of them was run through a bracelet as a test. It was a dull pink messaline, with a full, floppy, untrimmed skirt and a directoire jumper.

Others are made of navy blue, black, catawba and wistaria satin and satin cloth. There is no lining, but a great many buttons.

In some of them a shallow guimpe with long sleeves is attached but the majority are made up without guimpes.

While they vary in trimming, the general lines are the same; straight, high-waisted skirt, narrow short-waisted blouse, small square sleeves and shallow round neck.

These gowns are so soft and pliable that they can be put in a traveling bag without being mussed.

There has never been so becoming and fashionable a costume which will take up so little space and have so little weight as this new one-piece frock.

The idea is carried out in everyday indoor frocks made of soft woolsens, summer chevots, plaid cashmeres. The skirts are cut short and wash guimpes are worn under them. No belt is needed, as the high-waisted skirt is cut into scallops or battlements and piped and stitched to the blouse.

Alcohol for Throat.

To obtain the luster of polished marble, which is so admired on throat and shoulders displayed by a décolleté gown, do not use powder, as this will surely show. Instead, give the neck and shoulders a warm, almost hot, bath, and while the skin is in a moistened and fresh condition sponge the neck and shoulders with clear cologne water. The cologne will enter into the pores and will make the shoulders appear white and with the coveted luster. Alcohol will serve the same purpose, but the cologne is more refreshing and delicate.

Short Bones in Corsets.

It is interesting to know that while corsets are longer, the bones in them are shorter. They go over a part of the hip, but do not run down to the end of the corset. These long bones were found disastrous, as they were constantly breaking or bending and pushing the corset into a curve below the waist.

Now the bones stop short enough to prevent breakage, and the coutills is strapped and stitched and fitted to the figure for the rest of the length.

Net Veils.

The veils of Russian net are too becoming for women to relinquish them in favor of a newer but less attractive weave, and so this popular veiling is included in the new importations.

It comes in black, white and the staple colors, with a few of the newer shades.

Black and white complexion veils are worn as much as ever, the fine mesh and small dot being preferred to the coarser thread and large dot.

MAKES A PRETTY BLOUSE.

Shell-Pink Glace Over Which Is Spotted Filet Net.

Spotted filet net worn over shell pink glace would make this a pretty blouse; piece lace is used for the yoke, which is edged with galloon of delicate shades.

Two tucks are made on each shoulder, and are edged with fold of pink;



the sleeves are arranged in tucks from the top to the elbow, each tuck being edged with a fold of silk; a band of galloon finishes the sleeves at the elbow.

Material required: 2 1/4 yards net 42 inches wide, 4 1/4 yards silk, 2 yards galloon, 1/2 yard piece lace.

Exercise for Invalids.

When one is confined to bed for a long time it is necessary to give the invalid some form of simple exercise. If cost is not an objection, this is best managed by a trained masseuse.

She should come every other day or oftener, as the doctor advises. Deep massage will stir up all the organs and prevent sluggishness.

Careful rubbing, alternating with gentle pinches to start circulation, is a good substitute for massage, with the advantage that it can be done by an amateur nurse.

Care must be taken not to permit an invalid to overtire in her zeal for exercise. The best time to take it is two hours after eating. It must continue but a few minutes at a time and the vigorous movements of health should be forbidden.

Blouses of Crepon.

Women who are in mourning or who wear black from choice may find the most charming blouses in black crepon at really moderate prices, considering the excellent style and workmanship.

Being of a crepy surface very little trimming is necessary. Often it will be only lace or fagoting. One pretty model seen recently had the long sleeves crossed with fagoting, which was effective on the crinkly material. The collar and short yoke was a combination of heavy lace and fagoting.

Benzoin in Lotions.

When adding benzoin to a cream or lotion it should be added drop by drop at first, and slowly always, or otherwise it is apt to curdle.

When used in bath water this effect is not marked. Enough should be poured in to give the water a milk look.

The Season of Good Cheer will Soon be on Us, a Few More Days Then Merry, Merry Christmas.



You may want to "spruce" up for the occasion.

We have some New Fall Clothing that would look well in the parade. They will enable you to march right up in the front rank. Our Clothing is the first aid to good spirit and good looks.

To the wife: Did it ever occur to you what a nice Xmas present one of our Suits or Overcats will make for your husband or son? If not so expensive a present, a pair of Walk-Over Shoes would be nice, only \$3.50. A Stetson or Hawes Hat; Hawes \$3.00, Stetson \$3.50 and \$5.00. Neckties and Mufflers are always nice. We have them in endless varieties. Ties 25c, 50 and 75c. Mufflers 25c to \$3.00.

Come early and stay as long as you wish. Go out and tell others about us. It costs you nothing to look.

Yours for a Happy Christmas,

ALLAN & MURPHY,

SIGN of THE LITTLE MAN,

Opp. Court House,

Winchester, Ky.

HINT TO HOME MERCHANTS.

May Use Local Newspaper to Fight Mail Order Evil.

Much has been written about the subtle influence of the big four pound catalogues sent broadcast over the land by the houses located in the big cities which, strange to say, refuse to sell goods to the residents of the cities in which they are located.

There is no mysterious element in these bulky paper books, writes D. M. Carr in the Dwight (Ill.) Herald. From cover to cover they are filled with pictures and with prices and descriptions of goods. The power of printer's ink is the only magnet, and this magnet can be used by merchants everywhere. The publishers of these great catalogues do business running well up toward the fifty millions yearly. All their success has been in the ink they use and the way they use it.

Because these concerns receive patronage that should go to the home merchant it is the home merchant's fault, Mr. Carr argues. The home merchant neglects to do just what the houses which publish the big catalogues do. He may not have the money to get out such a great list, neither the means of carrying great stocks of goods. Yet he possesses all the means necessary to gain the trade that goes to these great concerns. He can buy goods just as low, has less expense, and, while the big catalogue goes to a customer only once in a year or two, through the medium of the local newspaper the merchant can go to all the people of the community once a week and at the lowest expense.

Bill Nye's Soft Job.

Bill Nye in his earlier days once approached the manager of a lecture bureau with an application for employment, and was asked if he had ever done anything in that line. "Oh, yes," said Bill. "What have you done?" "Well," replied Bill, "my last job was in a dime museum, sitting in a barrel with the top of my head sticking out—posing as the largest ostrich-egg in captivity."

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Making Window Frames



used to be a slow and therefore expensive process. To-day nobody thinks of making them by hand when they can buy them ready made of any size. Our line of mill work includes many things besides window frames. We can supply

you equally well with all the trimmings of a house from the front porch to the back door.

R. P. SCOBEE SON & CO.

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Garland Heaters and Cook Stoves.

\$9.50 Heater, to close out, \$8. OTHERS IN PROPORTION.

Grant Witt & Co.,

30 N. Main St., - Winchester, Ky.

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